PROJECT

« Research & Creativity » : A contribution to the enhancement of WhatsApp services

Aiming to enhance the services WhatsApp offers its subscribers, this is a project called « Research & Creativity », which stems from a unique concept of the same name, based on the creation of an exceptional WhatsApp group...

The cornerstone of the **« Research & Creativity »** concept is the creation of an exceptional **WhatsApp** group worthy of being named after the concept itself and this project, i.e., **« Research & Creativity »**. It is important to note that the group to be created will be divided into three (03) subgroups. On the one hand, the **« Art & Culture »** subgroup and the **« Ideas »** subgroup, each of which will be **open to anyone with knowledge and/or expertise specific to research and creativity** ; and on the other hand, the **« General »** subgroup.

The **« Art & Culture »** subgroup will be composed of : sculptors, choreographers, magicians, short story writers (e.g., detective stories), painters, photographers, and others. The **« Ideas »** subgroup will be composed of : Researchers (whether or not they hold patents), promoters of innovative projects, architects, oceanographers, and others. Finally, the **« General »** subgroup will be open to everyone, without distinction.

The current **WhatsApp** website will need to be enhanced in order to the completion of this initiative. In order to become a member of the **« Research & Creativity »** group (either the **« Art & Culture »** subgroup or the **« Ideas »** subgroup, not to mention the **« General »** subgroup), users will first need to create an account via the website that will be made available for this purpose, i.e., the current **WhatsApp** website, which will have been enhanced.

Thanks to **WhatsApp**'s features, members of the **« Research & Creativity »** group will be able to communicate with each other in a highly satisfactory manner, with a view to concluding collaboration or partnership agreements.

The account of any member of the **« Research & Creativity »** group will essentially be a page containing their publications. Below are some guidelines that members must follow regarding publications :

1) Publications by painters, designers, or sculptors will generally consist of videos and/or photos of their work. Please note that photos that may be sold should be « skillfully » blurred.
2) In addition to being short, short stories must be captivating and completely original.
3) Publications by promoters of innovative projects will be similar to articles published on blogs, which are platforms for spreading ideas. However, invoking the framework of the **« Research & Creativity »** project, which is the creation of a community - the « Research & Creativity » group - we can affirm that the promotion of any initiative within the framework of the operation of the said project will run smoothly and at unbeatable prices.
4) Any researcher holding a patent will write an article summarizing their patent (whether it has fallen into the public domain or not). This article must provide Internet users with the references and contact details necessary to obtain an official copy of the patent.

Since the institutes that issue patents are « inexhaustible » sources of scientific and technical information (**STI**), it goes without saying that it would be a good idea to sign agreements with a number of these institutes so that we can constantly provide internet users with the latest **STI** news. The home page of the website currently available to **WhatsApp** subscribers will be enhanced with « icons » concerning a number of publications, such as: a short video of a singer ; a photograph of a painting; and an article on either the history of an invention or the biography of a prominent historical figure. As these publications may be daily, they will need to be diversified. This could also include, from time to time : a photograph of a sculptor's work; a short story; and finally a video of a choreographer. Clicking on an « icon » will take you directly to the publication to which it relates. It should be noted that the publications accessible in this way will be chosen either by random selection or by **AI**, based on its criteria. In any case, the choices to make will ultimately contribute to increasing the number of views of the publications.

The menu on the home page of the current **WhatsApp** website will need to be modified to allow users to enjoy the site more fully. Thousands of members of the **« Research & Creativity »** group will have the opportunity to sell their works online, as well as any « derivative » works. From this perspective, photos of sculptures and paintings will be available for download for a fee ; authors of short stories will sell them as e-books; etc.

To promote publications at unbeatable prices, we will need to rely on the community that will be formed by the members of the **« Research & Creativity »** group. In short, we will simply need to send geolocated advertising messages to the members of the group.

In short, by adopting the concept of **« Research & Creativity »**, **WhatsApp** will combine business with pleasure. To back this up, it suffices to point out, on the one hand that the diversity of **« Art & Culture »** sub-group topics (painting, music, books, choreography, sculpture, etc.) will make the **WhatsApp** platform more competitive ; and on the other hand that it will be very informative and is sure to be visited every day by investors and thousands of Internet users passionate about **STI**, due to the topics of the **« Ideas »** sub-group (inventions, discoveries, innovations, innovative projects, popularization of research results, etc.). Logically, **WhatsApp** will increase its profitability and reputation.

*** Several details may be added to this project at a later date.**

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